



National Travel and Tourism Office

Profile of Overseas Travelers to the United States: **2013 Inbound**



Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	32,038,458	100.0%
Western Europe	12,034,880	37.6%
United Kingdom	3,835,308	12.0%
Germany	1,916,471	6.0%
France	1,504,654	4.7%
Italy	838,883	2.6%
Spain	619,860	1.9%
Netherlands	589,296	1.8%
Sweden	476,571	1.5%
Switzerland	473,064	1.5%
Ireland	367,110	1.1%
Norway	284,311	0.9%
Denmark	269,496	0.8%
Belgium	265,875	0.8%
Austria	186,010	0.6%
Eastern Europe	860,455	2.7%
Russia	335,279	1.0%
Caribbean	1,155,618	3.6%
Dominican Republic	238,134	0.7%
Bahamas	206,206	0.6%
Jamaica	168,283	0.5%
South America	5,141,987	16.0%
Brazil	2,060,291	6.4%
Venezuela	788,069	2.5%
Colombia	748,116	2.3%
Argentina	686,098	2.1%
Ecuador	254,737	0.8%
Peru	217,967	0.7%
Chile	212,199	0.7%

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Profile of Overseas Travelers to the United States: 2013

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Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	32,038,458	100.0%
Central America	833,867	2.6%
Guatemala	202,179	0.6%
Costa Rica	182,063	0.6%
Asia (Far East)	9,084,649	28.4%
Japan	3,730,287	11.6%
Peoples Rep. of China	1,806,553	5.6%
South Korea	1,359,924	4.2%
India	859,156	2.7%
Taiwan	384,581	1.2%
Philippines	200,521	0.6%
Singapore	152,823	0.5%
Oceania	1,429,499	4.5%
Australia	1,205,060	3.8%
New Zealand	209,136	0.7%
Middle East	1,058,122	3.3%
Israel	331,359	1.0%
Saudi Arabia	221,230	0.7%
Turkey	160,417	0.5%
Africa	439,381	1.4%

(1) Country estimates are only listed if they generated at least 150,000 overseas visitors.

(2) All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94 (all modes).

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers	32,038,458	21,370,000	4,934,000
Information Sources*:			
Airlines	43.1%	43.9%	39.3%
Online Travel Agency	30.5%	34.6%	18.5%
Personal Recommendation	24.1%	28.3%	12.0%
Travel Agency Office	23.9%	25.4%	22.2%
Corporate Travel Dept.	12.8%	7.2%	40.0%
Travel Guide	12.4%	16.1%	5.3%
National/State/City Travel Office	9.6%	11.4%	5.9%
Tour Operator/Travel Club	8.5%	10.6%	4.2%
Advance Trip Decision:			
Average Number of Days	94.4	112.3	41.1
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation:			
Average Number of Days	68.7	83.2	28.1
Median Number of Days	45.0	60.0	15.0
Means of Booking Air Trip:			
Travel Agency Office	29.5%	31.2%	23.9%
Directly with Airline	29.2%	31.1%	20.2%
Internet Booking Service	26.5%	28.4%	14.0%
Corporate Travel Dept.	11.7%	4.7%	43.4%
Tour Operator/Travel Club	9.3%	11.2%	4.8%
Use of Pre-Paid Package:			
Yes	18.1%	23.0%	7.3%
No (Independent)	81.9%	77.0%	92.7%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
If Package Used, Type of Package*			
Air/Lodging	6.3%	7.9%	2.8%
Air/Lodging/Bus or Coach	6.1%	7.9%	1.8%
Air/Lodging/Attractions/Events/Ent.	5.3%	7.0%	1.8%
Air/Lodging/Meals	5.1%	6.4%	2.4%
Air/Lodging/Guided Tours	3.7%	4.9%	0.9%
Air/Lodging/Rental Car	3.0%	3.8%	2.0%
Air/Lodging/Tour Guide for Entire Trip	1.9%	2.6%	0.6%
Air/Lodging/Cruise	1.8%	2.3%	0.4%
Pre-Booked Lodging Reservations			
Yes	67.5%	73.6%	71.2%
No	32.5%	26.4%	28.8%
If Pre-Booked Lodging, Pre-Booked Through*			
Internet Booking Service	24.9%	29.9%	16.9%
Lodging Establishment Directly	16.5%	17.6%	16.8%
Travel Agency Office	15.3%	19.5%	6.9%
Corporate Travel Dept.	7.3%	2.6%	31.1%
Tour Operator/Travel Club	6.2%	8.0%	1.9%
The Airline	1.4%	1.7%	0.7%
Travel Insurance Purchased:			
Yes	57.4%	61.6%	47.7%
No	42.6%	38.4%	52.3%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Travel Companions*			
Traveling Alone	58.5%	41.1%	83.4%
Spouse/Partner	22.6%	34.3%	4.5%
Family/Relatives	15.5%	23.5%	2.6%
Friend(s)	6.0%	8.9%	1.5%
Business Associate(s)	2.8%	0.7%	9.1%
Tour Group	0.3%	0.4%	0.2%
Travel Party Size (persons)			
Adults Only	90.2%	85.2%	98.3%
Adults and Children	9.8%	14.8%	1.7%
Average Party Size	1.6	1.9	1.2
Median Party Size	1.0	2.0	1.0
Main Purpose of Trip			
Vacation/Holiday	56.9%	85.2%	3.7%
Visit Friends/Relatives	17.1%	8.7%	2.0%
Business	12.0%	1.6%	84.6%
Convention/Conference/Trade Show	7.2%	2.3%	8.2%
Education	4.6%	1.7%	1.1%
Purpose of Trip*			
Vacation/Holiday	66.7%	100.0%	14.8%
Visit Friends/Relatives	28.6%	24.0%	10.9%
Business	15.4%	3.4%	100.0%
Convention/Conference/Trade Show	9.5%	3.3%	17.3%
Education	6.6%	3.7%	4.3%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Type of Accommodations*			
Hotel, Motel	78.4%	81.5%	89.4%
Average Number of Nights	9.7	9.0	9.7
Median Number of Nights	6.0	7.0	6.0
Private Home	29.9%	27.2%	16.6%
Average Number of Nights	21.8	17.9	21.6
Median Number of Nights	10.0	10.0	6.0
Other	4.2%	4.3%	3.6%
Mean Number of Nights	13.7	10.3	9.0
Median Number of Nights	7.0	7.0	6.0
Nights Spent in the U.S.			
Average	17.5	14.4	14.3
Median	9.0	10.0	7.0
First International U.S. Trip			
First Time Visitors	23.7%	27.0%	14.8%
Repeat Visitors	76.3%	73.0%	85.2%
U.S. Trips in Last 12 Months:			
Mean # of Trips	1.8	1.6	2.7
Median # of Trips	1.0	1.0	2.0
Number of Destinations Visited**			
Average (Number of Destinations)	1.9	2.1	1.7
Median (Number of Destinations)	1.0	1.0	1.0

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Number of States Visited*			
One State	72.2%	70.4%	69.5%
Two States	16.3%	16.3%	19.7%
Three or More States	11.5%	13.2%	10.8%
Average (Number of States)	1.4	1.5	1.4
Median (Number of States)	1.0	1.0	1.0
Transportation in the U.S.*			
Taxicab/Limousine	34.8%	34.0%	44.1%
Rented Auto	33.3%	38.0%	35.0%
Air Travel between U.S. Cities	32.7%	30.9%	38.4%
City Subway/Tram/Bus	32.3%	36.1%	22.0%
Auto, Private or Company	31.3%	27.9%	32.0%
Ferry/River Taxi/Short Scenic Cruise	10.2%	13.0%	4.3%
Bus between Cities	18.2%	20.6%	9.5%
Railroad between Cities	6.7%	6.7%	6.2%
Cruise/River Boat 1+ nights	4.2%	5.3%	2.0%
Air Arrivals Port-of-Entry:			
New York	17.9%	19.8%	16.5%
Miami	14.6%	16.8%	11.1%
Los Angeles	10.3%	10.5%	12.9%
Honolulu	7.0%	10.2%	1.2%
Newark	5.8%	5.7%	7.2%
San Francisco	5.6%	4.6%	9.7%
Chicago	4.8%	3.0%	8.6%
Agana, Guam	4.0%	6.0%	0.4%
Orlando (excludes Sanford)	3.5%	4.8%	0.8%
Atlanta	3.4%	2.7%	3.0%
Washington Dulles	3.2%	2.2%	4.3%
Houston	2.5%	1.7%	4.8%
Boston	2.0%	1.5%	2.5%
Dallas/Ft. Worth	1.9%	1.4%	2.5%
Detroit	1.5%	0.9%	2.5%
Ft. Lauderdale	1.5%	0.6%	0.7%
Las Vegas	1.5%	1.7%	0.8%
Philadelphia	1.5%	1.0%	2.1%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
U.S. Destinations Visited*:			
New England	5.4%	4.6%	6.6%
Massachusetts	4.3%	3.9%	4.8%
Boston	4.0%	3.6%	4.3%
Middle Atlantic	33.9%	34.9%	32.2%
New York	30.6%	33.1%	26.1%
New York City-WP-Wayne	29.9%	32.7%	25.1%
Pennsylvania	3.1%	2.4%	4.2%
Philadelphia	2.1%	1.7%	2.4%
New Jersey	2.9%	2.1%	4.9%
East North Central	6.7%	4.1%	13.6%
Illinois	4.5%	3.0%	8.5%
Chicago	4.3%	2.9%	7.8%
West North Central	1.9%	1.2%	3.5%
South Atlantic	30.7%	33.8%	26.4%
Florida	22.5%	27.5%	14.3%
Miami	12.5%	15.3%	8.9%
Orlando	11.6%	15.7%	3.3%
Washington D.C.	5.3%	5.0%	4.9%
Georgia	2.2%	1.6%	4.0%
Atlanta	1.8%	1.3%	3.8%
East South Central	1.4%	1.1%	2.2%
West South Central	6.1%	4.2%	11.4%
Texas	4.9%	3.2%	9.8%
Houston	2.5%	1.5%	6.0%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
U.S. Destinations Visited*:			
Mountain	11.8%	13.8%	8.7%
Nevada	9.1%	11.5%	6.0%
Las Vegas	8.9%	11.2%	5.8%
Arizona	2.6%	3.0%	1.5%
Flagstaff-Grand Canyon-Sedona	1.7%	2.3%	0.4%
Utah	1.5%	1.8%	0.7%
Pacific	21.5%	20.6%	27.7%
California	20.2%	19.4%	25.9%
Los Angeles	11.8%	12.9%	11.8%
San Francisco	9.5%	10.4%	9.6%
San Diego	2.6%	2.7%	2.5%
Anaheim	1.5%	1.5%	1.8%
Washington	1.6%	1.5%	2.1%
Seattle	1.5%	1.3%	2.0%
Pacific Islands	14.5%	19.2%	2.1%
Hawaii	9.9%	13.1%	1.7%
Honolulu/Oahu	8.0%	10.8%	0.9%
Guam	4.6%	6.2%	0.4%
Atlantic Islands	0.4%	0.4%	0.5%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Leisure/Recreational Activities*			
Shopping	87.7%	90.7%	80.7%
Sightseeing	77.0%	83.9%	56.1%
Experience Fine Dining	38.9%	40.3%	38.7%
National Parks/Monuments	33.6%	38.4%	19.0%
Art Gallery, Museum	28.4%	30.6%	19.0%
Amusement/Theme Parks	27.8%	32.5%	13.1%
Historical Locations	26.7%	30.2%	16.3%
Small Towns/Countryside	26.7%	28.8%	17.8%
Guided Tours	23.6%	28.7%	11.8%
Concert, Play, Musical	17.7%	20.0%	9.8%
Cultural/Ethnic Heritage Sights	15.7%	17.9%	8.4%
Nightclubbing/ Dancing	15.7%	16.4%	15.9%
Sporting Event	12.7%	12.9%	9.5%
Water Sports	10.1%	12.3%	4.3%
Casinos/Gamble	9.7%	11.4%	7.1%
American Indian Communities	4.7%	5.3%	2.6%
Camping, Hiking	4.1%	4.5%	2.3%
Golf/Tennis	4.1%	4.0%	4.2%
Environmental/Ecological Excursions	3.4%	3.8%	2.2%
Snow Sports	1.9%	1.9%	1.3%
Hunting/Fishing	1.5%	1.5%	1.3%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Main factors involved in Airline Choice:			
Airfare	48.1%	52.5%	34.1%
Convenient Schedule	40.4%	39.7%	41.6%
Non-Stop Flight	38.8%	39.9%	35.7%
Previous Good Experience	24.8%	25.1%	24.7%
Mileage Bonus/Freq. Flyer program	18.5%	16.5%	29.0%
Safety Reputation	17.5%	19.0%	14.1%
In-Flight Service Reputation	11.5%	11.8%	11.3%
On-Time Reputation	10.6%	10.8%	9.8%
Loyalty to Carrier	10.0%	9.8%	11.5%
Employer Policy	4.1%	2.1%	12.9%
Type of Airline Ticket*			
Paid Ticket	77.8%	77.3%	81.0%
Don't Know	12.6%	12.6%	10.1%
Frequent Flyer Award	3.8%	4.4%	2.6%
Discount/Group Fare	3.4%	3.7%	3.2%
Paid Upgrade	2.0%	1.6%	3.5%
Non-Revenue Passenger	1.6%	1.6%	1.0%
Frequent Flyer Upgrade	0.9%	0.7%	1.9%
Seating Area			
Economy/Tourist/Coach	81.0%	84.5%	65.0%
Premium Economy	9.9%	8.7%	14.4%
Executive/Business	7.9%	5.8%	18.6%
First Class	1.1%	1.0%	2.1%
Average Total Trip Expenditures			
Per Travel Party	\$5,746	\$6,430	\$5,469
Per Visitor	\$3,435	\$3,280	\$4,328
Average International Airfare			
Per Travel Party	\$2,467	\$2,487	\$3,079
Per Visitor	\$1,558	\$1,339	\$2,471
Average Package Price			
Per Travel Party	\$5,395	\$5,504	\$5,447
Per Visitor	\$2,365	\$2,262	\$3,522
Average Expenditures in the U.S.			
Per Travel Party	\$2,896	\$3,387	\$2,250
Per Visitor	\$1,732	\$1,728	\$1,781
Per Visitor Per Day	\$99	\$119	\$124

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Avg. Exp. by Category (per visitor):			
Accommodations/Lodging	\$464	\$391	\$750
Shopping, Gifts & Other Purchases	\$456	\$500	\$335
Food, Beverages	\$318	\$323	\$291
Entertainment & Recreation	\$205	\$244	\$104
Ground Transportation	\$96	\$94	\$130
Additional Air Transportation	\$87	\$88	\$97
Other	\$68	\$53	\$26
Airport in U.S.	\$33	\$31	\$45
Trip Expenses Payment Methods			
Purchases Using Credit Cards	41.5%	38.9%	57.6%
Cash from Home/Travelers Checks	31.3%	34.5%	16.6%
Cash Adv./Withdrawal Using Credit Card	15.8%	14.7%	17.8%
Cash Adv./Withdrawal Using Debit Card	5.7%	6.0%	4.6%
Purchases Using Debit Cards	5.7%	5.9%	3.5%
Travelers Use of Payment Methods*:			
Purchases Using Credit Cards	65.8%	66.3%	74.9%
Cash from Home/Travelers Checks	65.0%	70.1%	49.6%
Cash Adv./Withdrawal Using Credit Card	30.5%	30.0%	32.9%
Cash Adv./Withdrawal Using Debit Card	13.7%	14.5%	12.0%
Purchases Using Debit Cards	12.3%	13.3%	8.2%
Share of Expenses by Payment Methods			
Purchases Using Credit Cards	44.4%	39.8%	61.9%
Cash from Home/Travelers Checks	27.9%	32.1%	14.1%
Cash Adv./Withdrawal Using Credit Card	14.3%	13.8%	15.7%
Purchases Using Debit Cards	7.0%	7.3%	3.3%
Cash Adv./Withdrawal Using Debit Card	6.4%	7.1%	5.0%

Profile of Overseas Travelers to the United States: 2013

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	32,038,458	21,370,000	4,934,000
Sex & Age of Traveler			
Male Adults	55.5%	49.3%	76.7%
Female Adults	44.5%	50.7%	23.3%
Average Age of Male (years)	40.9	39.9	41.0
Average Age of Female (years)	38.8	37.5	38.6
Occupation			
Mgmt., Business, Science, & Arts	42.3%	38.6%	63.6%
Service Occupations	12.8%	14.3%	8.8%
Sales & Office	10.7%	12.1%	11.4%
Student	10.7%	10.7%	2.7%
Retired	6.9%	6.7%	0.8%
Homemaker	5.0%	5.5%	0.6%
Production, Trans., & Material Moving	4.2%	4.0%	7.4%
Government/Military	3.1%	3.6%	0.8%
Natural Resources, Const., & Maintenance	2.6%	2.9%	2.8%
Annual Household Income			
Average	\$94,820	\$92,287	\$115,815
Median	\$67,826	\$67,080	\$88,470

* Multiple Response.

All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 32,038,000 (total overseas travelers to the U.S.), 21,369,000 (total leisure-vac. travelers), or 4,934,000 (total business travelers).

Only destinations with more than 1.5% of all overseas visitors are listed. All percentages have been rounded to nearest whole number.

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, Survey of International Air Travelers. DHS Form I-94 arrival records.

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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